

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Yekutiel Josefsberg §§
Serial No.: 10/597171 §§ Group Art Unit: 2618
Confirmation No.: 7087 §§ Examiner: Tu X Nguyen
Filed: January 3, 2007 §§
For: METHOD AND APPARATUS §§
FOR DETERMINING THE §§
EFFICIENCY OF RADIO §§
PUBLICITY AND/OR §§
BROADCASTED PROGRAMS §§

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Amendment C

Responsive to the Official Action of September 10, 2009 having a shortened period for response terminating December 10, 2009, please amend the above-identified application as follows:

AMENDMENTS TO THE CLAIMS are reflected in the listing of claims that begins on page 6 of this paper.

REMARKS/ARGUMENTS begin on page 3 of this paper.

Amendments to the Claims:

A version of the claims with markings to show changes is attached as Attachment A. Amended and new claims are so indicated in Attachment A. The attached listing of claims will replace all prior versions, and listings, of claims in the application.